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U. S. DEPARTMENT OF AGRICULTURE

Consumer PURCHASES OF FRUITS AND JUICES

in January
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.
February 1953

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of household consumers. The reports are issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JANUARY 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought the equivalent of 7,304,000 boxes of oranges during January 1953 in the form of fresh oranges, frozen concentrated, and canned single strength orange juice. This total was almost 6 percent greater than in January a year ago. Purchases of fresh oranges were about equal to those in January of the 3 preceding years while those of canned juice, though a sixth below January of last year, were about 10 percent above the level of 2 years ago. Frozen concentrated orange juice purchases were about one-third larger than a year ago and about two and one-half times as large as in January 2 years ago. Prices consumers paid for oranges averaged 36 cents per dozen, 4 cents less than 2 years ago, while those paid for canned orange juice averaged 28.6 cents per 46-ounce can, down 3 cents. Prices paid for the frozen juice averaged 15.8 cents per 6-ounce can, down almost 6 cents from January 1951.

Householders bought 1,703,000 boxes of fresh grapefruit during January at an average price of 88 cents per dozen. Both quantity bought and average price changed little from January a year ago. Purchases of grapefruit juice during January, 1,012,000 cases, were also down slightly.

Consumers bought about the same quantities of fresh lemons, lemon juice, and concentrate for lemonade during January as a year earlier. Total lemon purchases by households, on a fresh equivalent basis, were equal to 291,000 boxes. Of this total, fresh lemons accounted for 210,000 boxes.

Householders bought somewhat less of each canned single strength juice except tomato and grape juices during January than a year earlier. Prices paid averaged slightly higher for all juices except tomato juice.

January purchases of dried prunes by households—6,148 tons—represented the largest amount bought in this month since these reports began (October 1949). Purchases were 4 percent above a year ago and one-fifth larger than in the preceding month. Prices consumers paid for dried prunes averaged 26.2 cents per pound during the month, almost unchanged from December but about a cent higher than in January a year ago. Dried apricot purchases by households amounted to 482 tons during January, one-fifth below a year ago and the smallest amount reported for this month since this series of reports began. High retail prices in comparison with the 3 preceding years were a factor in the reduced level of purchases.

FROZEN JUICES

Householders in January 1953 reported purchasing a record volume of 4,126,000 gallons of frozen concentrated orange juice (fig. 4). In the preceding 8 months purchases remained relatively stable at about 3.9 million gallons per month, while prices paid were increasing moderately. The larger volume of purchases in January was associated with a decline in the average price paid by consumers—15.8 cents per 6-ounce can compared with 16.1 cents in December and 16.3 cents in November.

The proportion of families buying frozen concentrated orange juice in January—27.3 percent—was higher than in any other month except July, August, and October of last year. Consumers averaged buying 17.3 ounces of frozen concentrated orange juice per purchase, the highest average reported thus far (table 2). This compares with an average of 15.6 ounces in January 1952, 13.9 ounces in January 1951, and 11.9 ounces in January 1950.

For the period October 1952–January 1953, household purchases of frozen concentrated orange juice exceeded those of the corresponding period a year earlier by about 44 percent. Prices paid by consumers averaged 16.1 cents per 6-ounce can compared to 19.3 cents in this period of the preceding year.

Frozen concentrated grape juice purchases by householders totaled 198,000 gallons in January, 14 percent more than in December and 27 percent above purchases in January a year ago. Prices paid by consumers averaged 21.4 cents per 6-ounce can, down slightly from the previous month and somewhat below the 22.7 cents paid in January last year (table 2). Purchases during October 1952–January 1953 exceeded those of the corresponding months a year earlier by about 36 percent.

CANNED JUICES

Householders in January 1953 bought 7 percent less canned single strength juice than a year earlier. Smaller purchases of each canned juice except tomato and grape juices were reported (table 1). Prices paid by householders averaged slightly higher for each canned juice except tomato juice which was almost unchanged from a year ago.

Consumers bought 1,497,000 cases (equivalent No. 2 cans) of canned single strength orange juice during January, 17 percent less than a year earlier (fig. 5). This decrease, however, was more than offset by substantially larger purchases of frozen concentrated orange juice. Purchases of fresh oranges were practically unchanged. As a result, purchases of oranges in all forms by householders were 6 percent larger on a fresh equivalent

basis than in January 1952. While the average volume purchased per buying family was somewhat smaller than a year ago, the decrease in canned single strength orange juice purchases was accounted for primarily by fewer families buying during the month. Householders paid an average of almost 29 cents per 46-ounce can for orange juice during January, 2 cents more than a year earlier.

For the period October 1952-January 1953, householders purchased 12 percent less canned orange juice than during these months a year earlier. The smaller purchases of canned juice during these months, as well as smaller purchases of fresh oranges, also were offset by larger purchases of frozen concentrated orange juice. On a fresh equivalent basis, purchases of oranges in all forms by householders were about 9 percent larger during these months than a year earlier.

Canned grapefruit juice purchases by householders amounted to 1,012,000 cases of No. 2 cans during January compared with 1,068,000 cases in January a year ago (fig. 5). Prices paid averaged 25 cents per 46-ounce can, about 1 cent more than a year earlier. Buying families purchased an average of 105 ounces of grapefruit juice during the month, slightly more than in January 1952, but a somewhat smaller number of families bought. For the months of October 1952-January 1953, householders bought about 10 percent less canned grapefruit juice than during the corresponding period a year earlier.

Householders bought 413,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during January, 22 percent less than during January 1952. This decrease was accounted for primarily by fewer families buying. Prices paid averaged almost 27 cents per 46-ounce can, up a little more than 1 cent from a year ago (fig. 5).

Consumers bought the equivalent of 49,000 cases of No. 2 cans of canned lemon juice during January, 1,000 cases less than in January 1952. They paid an average of 11.7 cents per 5½-ounce can for lemon juice in January, up about a cent and one-half from a year earlier. Families buying lemon juice during the month purchased an average of 16 ounces, 10 percent less than in January last year, but this was partially offset by more families buying lemon juice.

Householders bought 1,285,000 cases (equivalent No. 2 cans) of pineapple juice in January, 11 percent less than in January 1952. This marked the fourth successive month in which canned pineapple juice purchases were below those of the corresponding month a year earlier. Prices paid averaged 30 cents per 46-ounce can, up about 1 cent from January last year (table 1).

Consumers reported buying 1,817,000 cases (equivalent No. 2 cans) of tomato juice in January, 10 percent more than a year earlier. Prices paid averaged 28 cents per 46-ounce can, almost unchanged from January 1952.

Consumer purchases of prune juice during January were equal to 383,000 cases of No. 2 cans, slightly less than a year earlier (fig. 9). Prices paid averaged 33 cents per 32-ounce bottle, up 1 cent from January 1952.

FRESH CITRUS FRUIT

Householders bought a total of 3,154,000 boxes of fresh oranges during January 1953, about the same as during this month of the preceding 3 years. Purchases of Florida oranges by householders—1,520,000 boxes—were almost the same as a year earlier but about 14 percent more than in January of 1950 and 1951 (fig. 6). Purchases of California-Arizona oranges, on the other hand, amounting to 1,072,000 boxes, exceeded those of January 1952 by 10 percent but were 7 percent below purchases in January 1951 and 7 percent more than in January 1950. Compared with a year ago, consumers paid lower prices for fresh oranges in January, averaging 32 cents per dozen for Florida oranges, down 3 cents, and 43 cents per dozen for California-Arizona oranges, down 7 cents. Families buying California-Arizona oranges purchased an average of 23 oranges per family during January, 2 oranges more than a year earlier, and a somewhat larger number of families purchased (table 3). Families buying Florida oranges purchased an average of about 34 oranges per family during the month, approximately 4 oranges more than a year earlier, but a slightly smaller number of families made purchases.

Purchases of fresh grapefruit by householders in January were almost unchanged from a year earlier at 1,703,000 boxes. Consumers paid an average of 88 cents per dozen for grapefruit during the month, about 3 cents less than a year earlier (fig. 7). Fewer families bought fresh grapefruit than in January last year, but the average purchases of families buying during the month were larger.

Householders bought 1,094,000 boxes of tangerines during January, less than the record purchases of the preceding month but 46 percent more than in January last year (table 3). Prices paid by consumers averaged 30 cents per dozen, 5 cents less than a year earlier.

Consumers bought 210,000 boxes of fresh lemons during January, slightly more than a year earlier (fig. 8). Prices paid averaged 46 cents per dozen, down 1 cent from the preceding January.

DRIED FRUIT

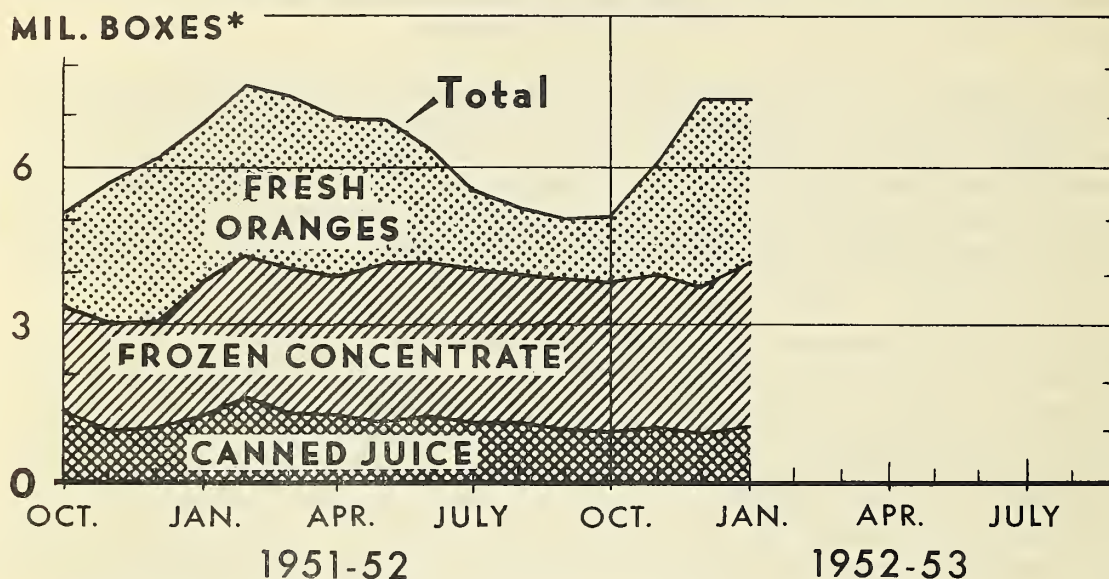
January purchases of dried prunes by householders—6,148 tons—represented the largest amount bought in that month since these reports began (October 1949). Purchases were 4 percent above a year ago and one-fifth larger than in the preceding month (fig. 9). The increase of one-fifth over December was about the same proportionate gain in purchases as occurred in the 2 preceding years. Prices consumers paid for dried prunes averaged

26.2 cents per pound during the month, almost unchanged from December but about a cent higher than in January a year ago. During the period October 1952-January 1953, the monthly average retail price paid for dried prunes advanced from 24.7 cents to 26.2 cents per pound. In the corresponding period a year ago the average prices, on the contrary, declined from 26.5 cents to 25 cents per pound.

The proportion of families buying dried prunes in January--14.5 percent--was slightly smaller than a year ago, but purchases per family were somewhat larger. The increase in the amount purchased per buying family accounted for the gain in total purchases over those of a year ago. Purchases during the period from October 1952 through January 1953 totaled about 3 percent more than in the corresponding period of 1951-52, with prices averaging slightly higher than a year earlier.

Dried apricot purchases by householders amounted to 482 tons during January, one-fifth below a year ago and the smallest amount reported for this month since this series of reports began (table 4). High retail prices in comparison with the 3 preceding years were a factor in the reduced level of purchases. Prices consumers paid for dried apricots averaged 70 cents a pound in January, almost 9 cents higher than a year ago and about 14 cents per pound above the level of 2 years ago. Compared with January 2 years ago, more than one-fourth fewer families bought dried apricots, also, the average amount bought by families making purchases declined.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

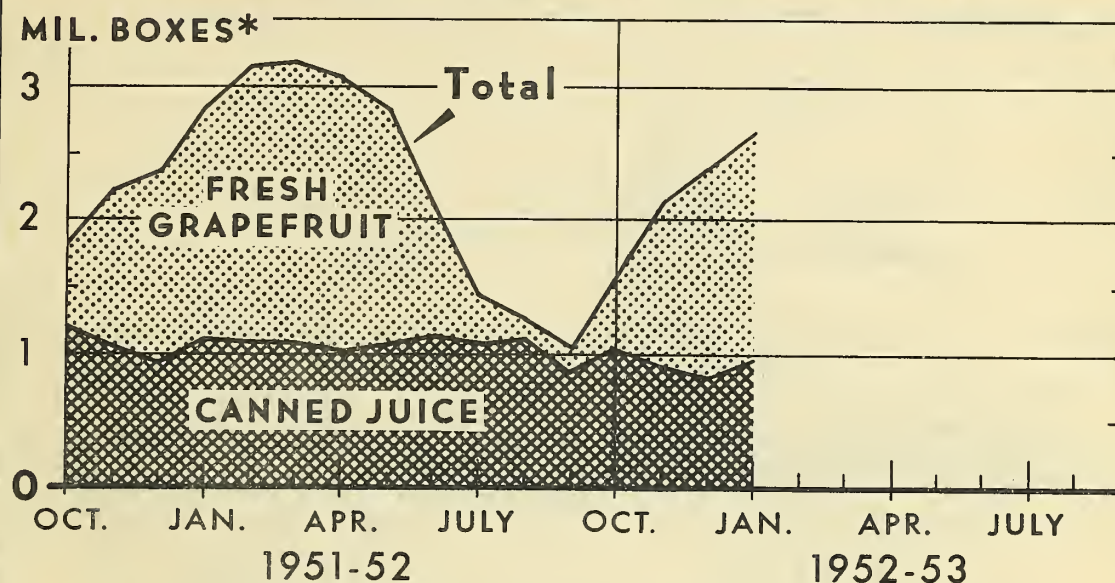
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December ^{2/}		8,202		6,609		3,649		18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February		3,275		2,774		1,607		7,656
March		3,301		2,737		1,399		7,437
October-March ^{2/}		18,775		15,338		8,358		42,471
April		3,103		2,616		1,310		7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June ^{2/}		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season ^{2/}		31,738		33,908		15,923		81,569

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

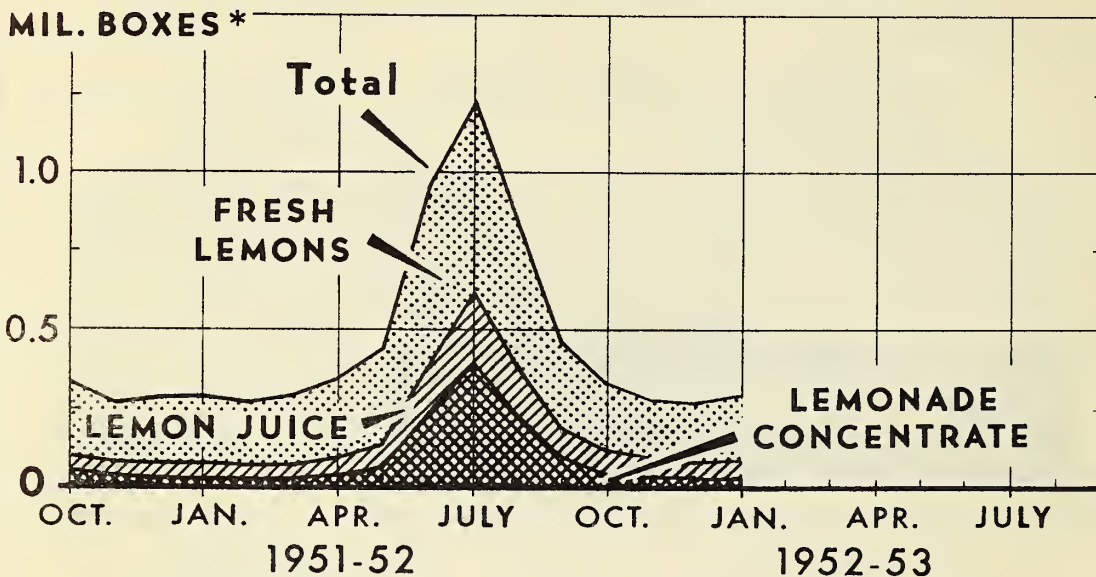
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December ^{2/}		3,638		3,478		7,116
January	1,703	1,732	975	1,110	2,678	2,842
February		2,033		1,099		3,132
March		2,113		1,082		3,195
October-March ^{2/}		10,026		7,056		17,082
April		2,061		1,018		3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June ^{2/}		15,147		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season ^{2/}		15,907		13,849		29,756

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/		683		150		92		106		949
January	210	206	57	53	20	22	24	24	291	283
February		202		45		18		23		270
March		218		51		21		25		294
October-March 3/		1,369		318		156		182		1,869
April		251		60		33		38		349
May		308		72		55		65		445
June		577		144		205		239		960
October-June 3/		2,589		615		469		547		3,751
July		598		225		356		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,130		1,134		1,298		6,440

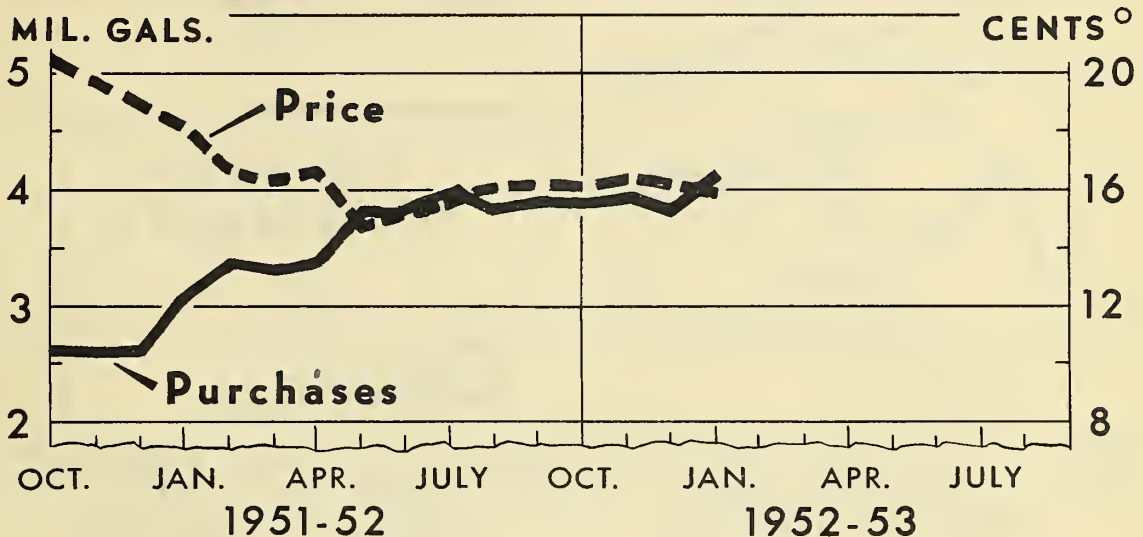
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^oPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

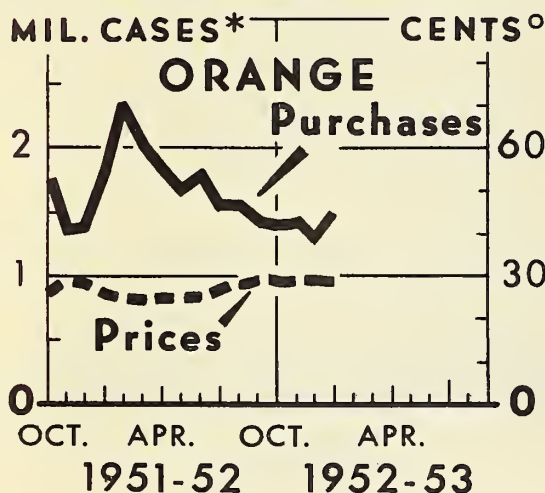
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/		8,528		
January	4,126	3,060	15.8	18.2
February		3,358		16.7
March		3,314		16.3
October-March 1/		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

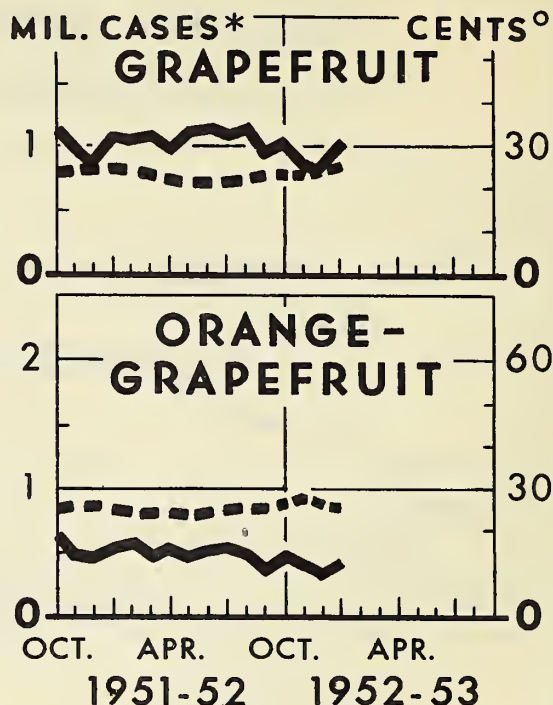
Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA



U. S. DEPARTMENT OF AGRICULTURE

NEG 48917 -XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.0	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/		4,830				3,240				1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February		2,309		24.6		1,041		23.1		557		24.4
March		2,016		24.4		1,062		22.2		474		23.4
October-March 2/		11,570				6,692				3,343		
April		1,817		24.9		988		21.9		506		24.0
May		1,615		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

^{1/} Equivalent cases of 24 No. 2 cans - 432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

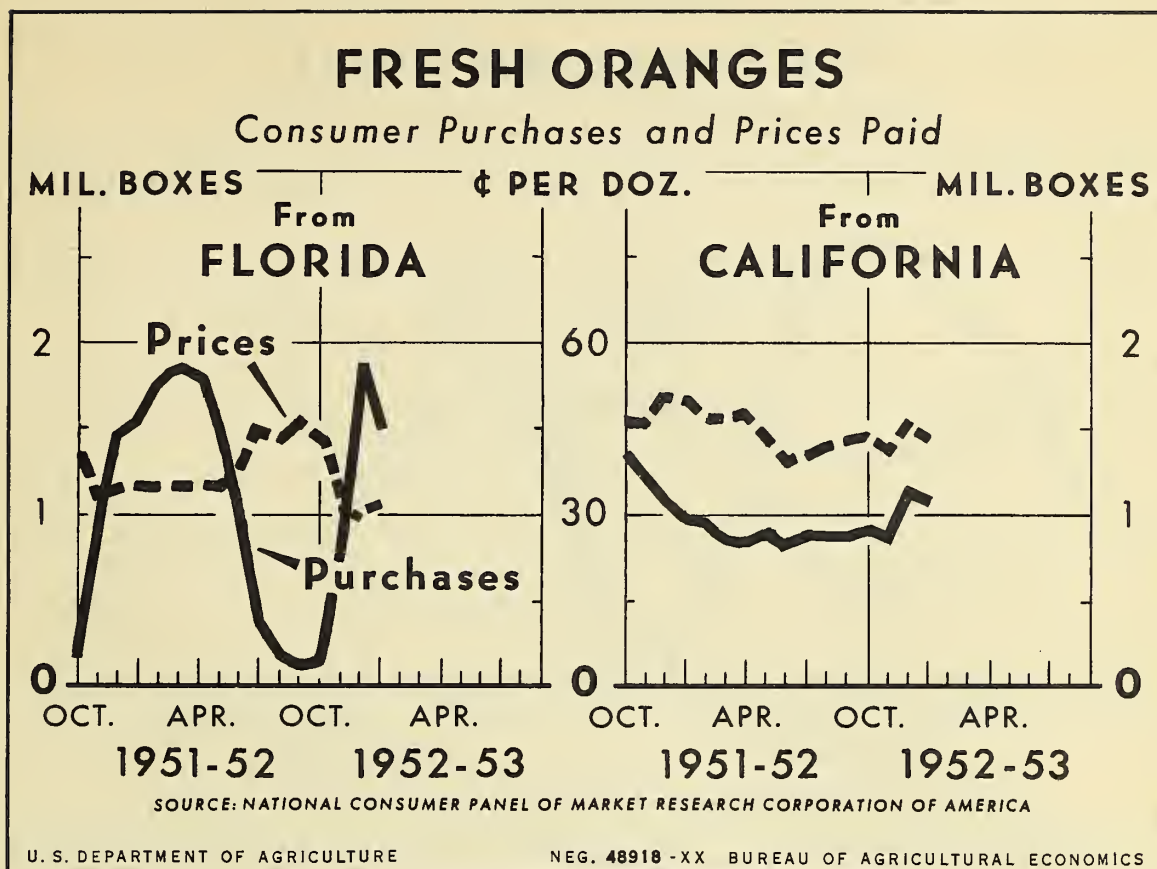


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/		2,921				3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February		1,735		34.0		956		46.5
March		1,869		34.8		862		46.6
October-March 1/		8,572				6,917		
April		1,809		35.3		826		47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

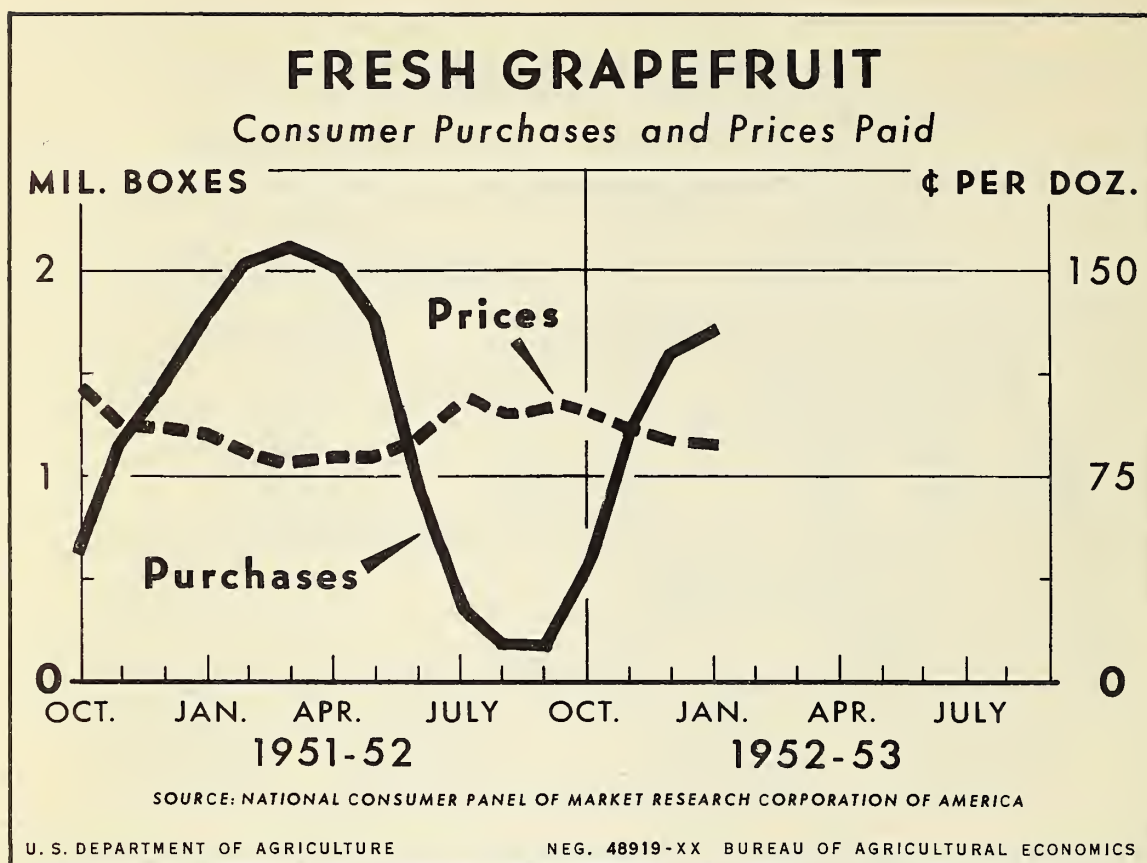


Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/		3,638		
January	1,703	1,732	87.5	90.7
February		2,033		84.1
March		2,113		81.8
October-March 1/		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

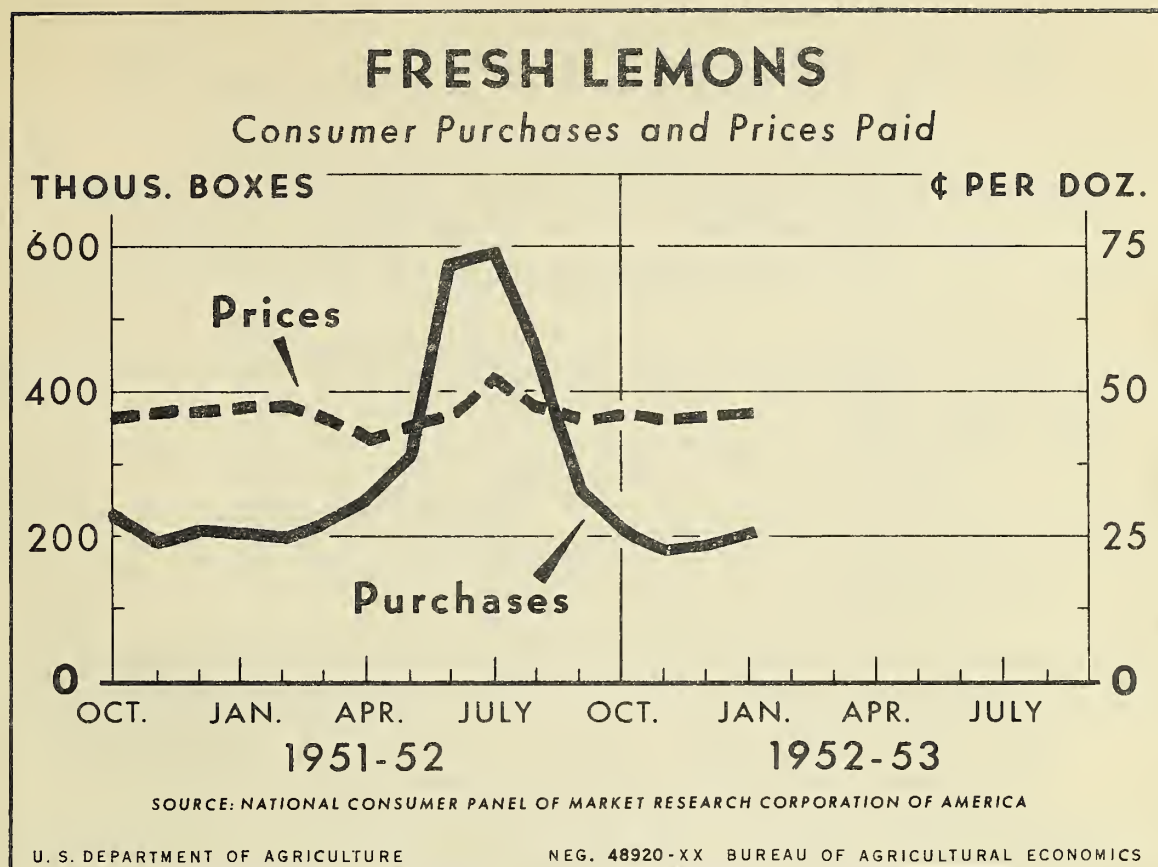


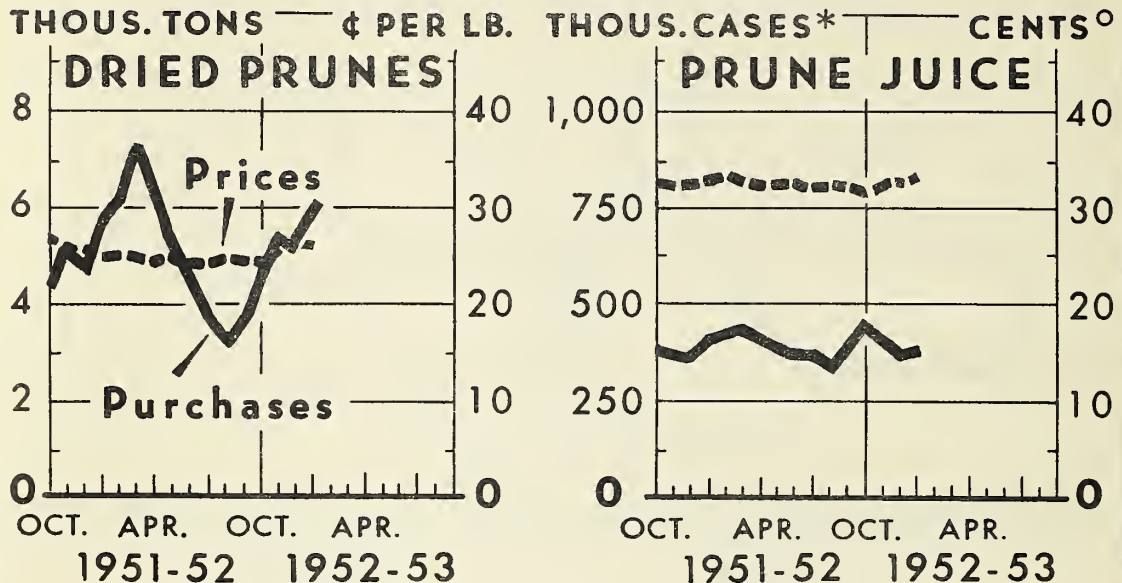
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/		683		
January	210	206	46.3	47.4
February		202		47.8
March		218		45.9
October-March 1/		1,369		
April		251		42.9
May		308		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/		15,871				1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February		6,292		25.1		415		32.9
March		7,276		24.5		435		32.5
October-March 2/		37,068				2,578		
April		6,410		24.5		417		32.2
May		5,412		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,476		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single strength juices: U. S. total consumer purchases and average price, January 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	13.7	16.0	1,497	1,812	1.7	1.7	62.5	64.9	46	28.6	26.6
Grapefruit	9.5	10.5	1,012	1,068	1.7	1.6	61.5	62.5	46	25.3	24.0
Orange & gpft. blend	4.5	5.8	413	528	1.6	1.5	55.2	59.9	46	26.6	25.3
Tangerine	2/	2.1	2/	144	2/	1.2	2/	53.2	46	2/	22.3
Lemon	2.9	2.6	49	50	1.2	1.4	13.4	12.8	5 1/2	11.7	10.1
Grape	4.9	4.6	213	211	1.4	1.4	30.5	31.4	32	37.0	36.3
Pineapple	14.9	17.0	1,285	1,450	1.6	1.6	51.9	49.6	46	30.0	29.1
Prune	6.0	6.4	383	396	1.7	1.7	34.6	35.0	32	33.3	32.3
Tomato	21.3	19.8	1,817	1,647	1.7	1.7	49.2	47.3	46	27.9	28.3
Total 3/	51.7	53.4	7,516	8,107	2.8	3.0	49.4	50.0			

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices: U. S. total consumer purchases and average price, January 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase	1953		1952	
					1953	1952	1953				1952
	Percent	Percent	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated juices											
Orange	27.3	22.5	4,126	3,060	2.5	2.5	17.3	15.6	6	15.8	18.2
Grape	3.8	3.2	198	156	1.4	1.6	10.4	9.0	6	21.4	22.7
Other concentrates	<u>1/</u>	<u>1/</u>	217	48	<u>1/</u>	<u>1/</u>	11.4	11.3	6	17.0	17.9
Total <u>2/</u>	28.7	23.9	4,631	3,363	2.8	2.7	16.4	14.8			
Concentrate for lemonade											
Frozen	1.5	1.4	77	87	1.4	1.6	10.5	11.3	6	17.3	15.4

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, January 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona:	22.3	20.7	1,072	974	1.9	1.9	12.1	11.0	43.2	50.5
Florida	22.2	24.2	1,520	1,565	2.2	2.2	15.3	13.8	31.8	34.6
Unidentified	12.0	12.8	514	524	1.6	1.6	13.0	11.6	35.9	39.5
Total 1/	47.4	48.5	3,154	3,101	2.3	2.4	13.7	12.4	36.3	40.4
Grapefruit										
California-Arizona:	3.2	4.0	173	214	1.7	1.6	5.4	4.9	70.7	80.4
Florida	16.6	16.8	986	911	2.1	2.0	4.6	4.4	90.2	91.1
Unidentified	9.8	12.1	433	488	1.6	1.6	4.4	4.1	89.2	92.9
Total 1/	28.6	31.0	1,703	1,732	2.0	2.1	4.6	4.3	87.5	90.7
Tangerines	18.5	15.4	1,094	751	1.8	1.7	12.4	10.5	30.1	35.2
Lemons	17.9	18.9	210	206	1.6	1.6	5.8	5.3	46.3	47.4
Total	63.2	64.5	6,161	5,790	3.7	3.7	10.2	9.1	41.8	46.8

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price January 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	2.3	3.1	482	607	1.2	1.2	12.6	12.3	69.9	61.4
Mixed dried fruit	1/	1.2	1/	258	1/	1.2	1/	12.9	1/	40.1
Peaches	1.7	1.8	334	396	1.1	1.2	13.4	13.9	44.5	42.6
Prunes	14.5	15.1	6,148	5,884	1.3	1.3	22.7	22.4	26.2	25.0

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

